

# ORDER

<b>Orders</b>	<b>Order / Rev:</b>	<u>707021</u>				
	Alt Order #:	<u>06281551</u>				
	Product Desc:	<u>MOVEON.ORG</u>				
	Estimate:	<u>553</u>				
	Flight Dates:	<u>08/17/12 - 08/19/12</u>		Primary AE:	<u>Joe Knauer</u>	
	Original Date / Rev:	<u>08/16/12 / 08/22/12</u>		Sales Office:	<u>T-WAS</u>	
	Order Type:	<u>Political</u>		Sales Region:	<u>NAT</u>	
<b>Agency</b>	<b>Name:</b>	<u>Abar Hutton Media/ POL</u>				
	Buying Contact:			Billing Type:	<u>Cash</u>	
	Billing Contact:			Billing Calendar:	<u>Broadcast</u>	
		<u>6190 Grovedale Court Suite 200</u>		Billing Cycle:	<u>EOM/EOC</u>	
		<u>Alexandria, VA 22310</u>		Agency Commission:	<u>15%</u>	
<b>Advertiser</b>	<b>Name:</b>	<u>MoveOn.Org</u>				
	Demographic:	<u>A35+</u>		New Business Thru:	<u>11/06/10</u>	
	Product Codes:	<u>IS-Issue/Non Ballot</u>		Order Separation:	<u>00:15:00</u>	
	Priority:	<u>P-2</u>		Advertiser External ID:		
	Revenue Codes:	<u>AGY, GEN, POL</u>		Agency External ID:		

					<b>Totals</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/19/12	5	\$5,950.00	\$5,057.50	August 2012	5	\$5,950.00	\$5,057.50	0.00
					Totals	5	\$5,950.00	\$5,057.50	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	27%	\$5,950.00
Market	100%	\$22,037.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	26%	\$5,729.63
WJW	29%	\$6,390.74
WOIO	18%	\$3,966.67
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	WKYC	08/17/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	-----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 08/13/12</td> <td>08/19/12</td> <td>-----F--</td> <td>1</td> <td>\$1,000.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/13/12	08/19/12	-----F--	1	\$1,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	-----F--	1	\$1,000.00	0.00																					
E 2	WKYC	08/17/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-----F--	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	-----F--	1	\$550.00	0.00																					
E 3	WKYC	08/18/12	08/18/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00											
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Week: 08/13/12	08/19/12	-----S-	1	\$400.00	0.00																					



WKYC

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Advertiser: MoveOn.Org  
Product Desc: MOVEON.ORG  
Estimate: 553

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	08/18/12	08/18/12	Sat	9-1030a	CM	9a-1030a		-----S-	:30	1	\$1,000.00	P-2	0.00	NM		1 \$1,000.00
Channel 3 News 9am Sat																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12		-----S-		1	\$1,000.00			0.00						
E 5	WKYC	08/19/12	08/19/12	Meet the Press		CM	1030a-1130a		-----S	:30	1	\$3,000.00	P-2	0.00	NM		1 \$3,000.00
Meet the Press																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12		-----S		1	\$3,000.00			0.00						
															Totals	5	\$5,950.00